

**Subject:** Re: Hollywood Media District Grand Opening Ribbon Cutting SIM Group  
**From:** Daniel Halden <daniel.halden@lacity.org>  
**Date:** 06/16/2016 09:33 PM  
**To:** Lisa Schechter <lisa@mediadistrict.org>  
**CC:** Tim Pershing <tim.pershing@asm.ca.gov>, Linda Rosner <lrosner@artisanspr.com>, Suzanne Lezotte <suzannelezotte@simdigital.com>, Jim Omahen <jim@mediadistrict.org>

See you tomorrow!

Dan Halden  
Hollywood Field Deputy  
Councilmember Mitch O'Farrell  
City of Los Angeles, 13th District  
[daniel.halden@lacity.org](mailto:daniel.halden@lacity.org)  
(213) 207-3015  
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Sent from my iPhone

On Jun 16, 2016, at 3:56 PM, Lisa Schechter <[lisa@mediadistrict.org](mailto:lisa@mediadistrict.org)> wrote:

Dear Dan and Tim:

I am so excited to have both of you representing your elected official. Here are the particulars of tomorrow's event:

Sim Group Hollywood Grand Opening  
1017 N. Las Palmas Ave.  
(at the corner of Santa Monica and Las Palmas)  
Valet parking available off Las Palmas  
Main contact: Suzanne Lezotte, 818-427-0116 (my cell, as that will be better to get ahold of me) Suzanne is their Director of Marketing

Principals: - WHO IS GOING TO BE THERE  
Rob Sim, Founder and Vice Chairman, Sim Group  
Scott Dorsey - Sim Group Board member  
Jeff Cairns - Sim Group Board chair  
Doug Buchanan - Granite Partners  
Leo Del Zotto - Sim Group Board member  
James (Jamie) Haggarty - CEO  
Chris Parker — CTO  
James Martin — CSO  
John DeBoer - COO  
Alex Sandahl - CFO

Ann DeGuire - President Camera Division  
Eleanor O'Connor - President Lighting and Grip Division  
Bill DeRonde — President of Post Division  
Mike Polito — Vice President, Chainsaw  
Graeme Parcher — GM, Sim Digital Hollywood  
Hunter Betts — GM, Bling  
Steve Purcell — GM, Chainsaw

I would like to have everything set up by 4:00 pm., as I would like to do the ribbon cutting no later than 4:30 pm.

See you tomorrow

Lisa Schechter  
Executive Director  
Hollywood Media District BID  
1040 N. Las Palmas Avenue  
Hollywood, CA 90038  
(323)860-0025 Direct  
(323)860-0026 Fax

[MediaDistrict.org](http://MediaDistrict.org)

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